

Wisconsin Farm to School

Fiscal Year 2018-19 Accomplishments



\$9.2 million purchased from Wisconsin farmers to feed school kids

\$1.1 million new grant funds for farm to school and early child education programming

295,134 Apple Crunch **participants**; 1,655 sites purchased from 81 WI Apple Orchards

5,212 WI students Educated by Farm to School **AmeriCorps** Members

1,641 farm to school and early child education **sites**; serving more than 50% of WI school children

629 gardens at Early Child Education & K-12 sites, experimental learning and healthy snacks all in one

285 1 to 1 Technical **Assistance** Sessions Provided

135 Wisconsin farmers providing to schools

24 Farm to School and early child education **newsletters**, reaching 1,900 WI readers



Table of Contents

- Executive Summary
- Wisconsin Farm to School History and Overview
- Fiscal Year (FY) 2018-19 WI F2S Summary
- Highlighted Farm to School Projects & Activities from Fiscal Year 2018-19
- DATCP Farm to School Advisory Council Priorities

Executive Summary

Since 2009, the Wisconsin State Legislature has supported local foods in schools through [Act 293](#). Wisconsin Farm to School (WI F2S) connects schools with Wisconsin farms to provide children with local produce, dairy, and other foods in school breakfasts, lunches, and snacks. Additionally, WI F2S helps children develop healthy eating habits; provides nutritional, ecological, and agricultural education; and adds to farmers' market options.

Note regarding COVID-19: This Wisconsin Farm to School Annual Report outlines activities from the fiscal year (FY) of 2018-19 (July 1, 2018 - June 30, 2019) before the COVID-19 pandemic. The Council recognizes that many of the priorities, challenges and recommendations to the school food, educational, and agricultural landscape changed dramatically due to the disruption of this global pandemic. The updated FY 2019-20 Wisconsin Farm to School Annual Report will address issues related to COVID-19.

Fiscal Year 2018-19 Key Accomplishments:

- \$1,125,848 in federal and foundation grant funds leveraged to advance F2S and farm to early care and education (ECE) in WI.
- First Annual Wisconsin School Garden Day celebrated in April 2019, with a record 629 school and ECE gardens on the map in the state.
- Two Wisconsin State Dairy Processor Grants were awarded to advance farm to school efforts and local dairy in the state

Fiscal Year 2018-19 Key Recommendations:

1. **Improve local food system infrastructure** to increase the availability of appropriate WI agricultural products for schools and other institutions.
Rationale: Gaps in food processing, storage, and distribution capacity limit the ability of WI producers to provide products to the school market. Investments in key infrastructure, livestock processing and minimal fruit and vegetable processing, can reduce this barrier. Create public-private funding partnerships, and fund the WI F2S Grant program.
2. **Increase the school meal reimbursement rate with incentives to purchase WI-grown foods** to benefit meal quality and support WI producers. Increases the Wisconsin state contributions to school meals, especially breakfast. WI currently offers no financial incentive for schools to serve WI-grown foods.
Rationale: Incentivizes schools to increase purchasing of WI-grown foods and student food access, improve the quality of meals served; encourages investment of school meal dollars and

supports farm and job growth in Wisconsin.

Examples: CA, DC, KY, NM, NY and OR all provide an additional 5-15 cents per plate for local purchase.

3. Develop Administrative Rules and Fund the Wisconsin Farm to School Grant Program

Created by Act 293 in 2009. The council seeks to place an emphasis on swift and collaborative development of administrative rules through the rulemaking process for this grant program.

Rationale: Schools, agricultural producers, and supply chain partners require modest one-time investments in equipment, supplies, and/or labor to better use WI agricultural products in the institutional food service setting.

Examples: At least 25 states provide grant funding for farmers, schools, early child education (ECE) sites, or distributors similar to that proposed in Act 293.

4. Establish WI Farm to School metrics to better quantify and share WI F2S successes and economic impacts by piloting the Farm to Institution Metrics framework.

Rationale: Currently Wisconsin has no unified or consistent measures or framework to collect data or outcomes from farm to school or farm to institution efforts. This inhibits efforts to share success stories, compare data, or demonstrate positive impacts.

Examples: Many states implement metrics strategies to report local purchasing, education efforts, and develop incentive programs. Farm to Institution New England and Michigan Farm to Institution Network provide strategies to set purchasing goals and quantify use of Locally-sourced foods.

5. Educate Audiences about Farm to School (F2S) Basics to inform farmers, school food staff, educators, students, and community members about the benefits of WI agricultural foods, farm to school, and basic practices of farm to school. In addition, create a hub for Wisconsin Farm to School resources to easily share all F2S & ECE resources in one place.

Rationale: In the past three years there has been a dip in outreach, education, and trainings around the basic principles and benefits of F2S in Wisconsin. This is a great time to re-issue training guides, partner for trainings, and basic messaging/outreach. Currently there is no single repository for WI F2S resources. Tools and resources are published by DATCP, DPI, UW-CIAS, and Rooted with no central clearinghouse.

Examples: Update existing resources like the Farm to School Toolkits, engage new partner organizations like Farm Bureau and FFA, and host a Wisconsin Farm to School Summit. Many states have a single farm to school website which aggregates up-to-date information and resources.)

History and Overview

Wisconsin Farm to School (WI F2S) encompasses a variety of activities that bring Wisconsin agricultural foods into school cafeterias and classrooms, developing an institutional market for WI farmers, providing food access to WI children and increasing the understanding of community connections, where food comes from and how food is grown. WI F2S includes purchasing and serving Wisconsin-grown foods for school meals and snacks; and embodies many activities to F2S goals by providing hands-on learning activities through school gardens, farm visits, and culinary classes or integrating food-related education into classroom curriculum. Farm to school is a win-win-win that promotes the health of children, farms, and communities by connecting Wisconsin farmers, processors, and distributors with schools to supply nutritious foods for the whole tray.

Farm to school activities have been rooted in Wisconsin for 20 years. Ten years ago Act 293 (2009) created the Wisconsin Farm to School Program within the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), formalizing a decade of robust, grassroots farm to school activity in the state. The goals of Wisconsin Farm to School (WI F2S) are to:

- 1) Strengthen local economies by expanding markets for Wisconsin agricultural producers and food entrepreneurs;
- 2) Promote children's health by providing Wisconsin foods in schools and supporting the development of healthy eating habits; and
- 3) Increase child and community knowledge about agriculture, food, nutrition, and the environment.

This report outlines WI F2S achievements, activities and needs in the 2018-2019 fiscal year. This report was compiled by the Wisconsin Farm to School Advisory Council with the support of the WI F2S Stewardship Team.

The Wisconsin Farm to School Network (WI F2SN) is a statewide collaborative that aims to grow farm to school activities to schools, students, farmers, and communities throughout Wisconsin. The WI F2SN comprises many layers of leadership, activities, and outreach to share F2S information, build local food supply chains, and advance priorities broadly across the state.

The DATCP Farm to School Advisory Council includes 15 members selected from organizations as indicated by legislation, and at large, representing schools, agriculture, education, public health and more. See Council membership list at the end of this document.

The Wisconsin Farm to School Stewardship Team is composed of four statewide partner organizations: Department of Agricultural Trade and Consumer Protection (DATCP), Department of Public Instruction (DPI), UW-Center for Integrated Agricultural Systems (CIAS) and Community GroundWorks. It aligns state agency efforts, seeks funding, and coordinates on-the-ground strategies and efforts across the state.

Finally, the Wisconsin Farm to School Leadership Team is made up of community farm to school practitioners throughout the state who share strategies for regional and local implementation of farm to school. Wisconsin Farm to School is staffed by a full-time Farm to School Economic Development Specialist position at DATCP which supports WI F2S and general efforts to support all Wisconsin institutions to purchase more WI-grown foods.

Fiscal Year (FY) 2018-19 WI F2S Summary

FY2018-19 was a year marked with significant achievements and growth for WI F2S. In large part, F2S momentum continues to grow, as does the strength and number of local F2S programs on the ground. This growth is in large part due to the structure of collaborative state level leadership and strong partnerships locally and regionally across the state. Both the changes in program staffing and the growth of activity this year reinforce the need for continued state level staffing capacity to focus on, organize, and provide training and technical assistance for burgeoning and established farm to school projects in the state.

At the state level, both impacts and growth of farm to school remain strong. The most recent USDA Farm to School census indicates Wisconsin K-12 schools purchased at least \$9,188,610 of Wisconsin-grown products for farm to school program, with districts spending an average 10% of food budgets on locally sourced items. Additionally, early child education (ECE) sites across the state who indicate participating in farm to early care and education (F2 ECE) report spending 27% of the food budget on Wisconsin-grown items, with an average total food budget of about \$60,000. Forty-seven percent of school districts report a plan to begin or increase the purchase of WI-grown items, indicating strong potential to increase the portion of the \$175M Wisconsin schools spend on food that can be returned to the Wisconsin economy each year. WI F2S wants to capitalize on this opportunity to stimulate additional revenue for the state's agricultural producers and processors by facilitating and training school food service staff to purchase and utilize increased quantities of WI-grown food items.

Farm to school participation and engagement continues to grow energetically within the state. As reported in the USDA Farm to School Census, 49% of public and private WI school districts participating in the National School Lunch Program (NSLP) participate in WI F2S. This translates to at least 277 school districts, 1,401 K-12 schools and over half a million students (565,559) actively engaging with WI agriculture on the lunch tray, in a

school garden or in the classroom. Due to new reporting tools, we can now better measure the presence of Farm to Early Care and Education (ECE) within the state, an important setting which impacts students ages 0-5 at centers and sites throughout the state. Recent reports show a significant foundation of farm to ECE within the state, at least 113 sites participating in Farm to ECE activities.³ This is the highest reported number of active sites reported from any state in the US. Further, the USDA Farm to School Census reports there are 236 school gardens in Wisconsin, and at least 97 ECE garden sites, with 47% planning to increase garden participation.⁴

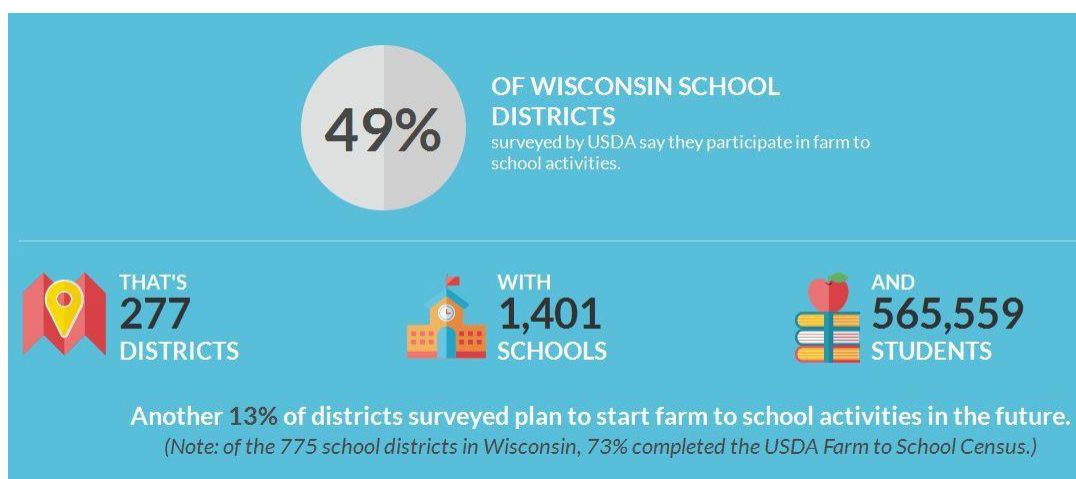


¹ Farm to School Census, United States Department of Agriculture, 2015.

² Results from the 2015 National Survey of Early Care and Education Providers, National Farm to School Network, 2015.

³ Results from the 2015 National Survey of Early Care and Education Providers, National Farm to School Network, 2015.

⁴ Results from the 2015 National Survey of Early Care and Education Providers, National Farm to School Network, 2015.



The strong participation rates of F2S & ECE in Wisconsin are a result of robust support for F2S participants and infrastructure provided by the WI F2S program in the last year. A summary of FY 2018-19 WI F2S key impacts, indicators, and training activity is summarized in the infographic on the first page of this report, highlighting the different ways training and technical assistance is provided to meet the needs of agricultural producers, supply chain partners, school nutrition directors, educators and others who wish to start or strengthen a farm to school program.

WI F2S remains strong thanks to strong partnerships between state agencies, non-profits, university, and private sector partners. The mission of WI F2S still aligns closely with that of DATCP, which is still well suited to continue as a strong member at the leadership table for WI F2S as a way to “partner with all the citizens of Wisconsin to grow the economy by promoting quality food, healthy plants and animals, sound use of land and water resources, and a fair marketplace⁵.” A collaborative relationship and support from within DATCP has been extremely valued in progressing the work to address supply chain and develop agricultural markets. Partners across the state look forward to increased capacity within DATCP as the Farm to School Program Director position becomes filled. Further, WI F2S works closely with the Wisconsin Department of Public Instruction (DPI) as a natural partner for federal nutrition programs in the school setting (National School Lunch Program, School Breakfast Program, etc.) and education and curriculum engagement for F2S.

Featured Wisconsin Farm to School and Farm to ECE Activities from Fiscal Year 2018-19

Although F2S is carried out within schools, gardens, and cafeterias across the state, much of the success is created by leveraging federal child nutrition programs, statewide grant projects, and collective efforts to create policies and systems that foster easy implementation of F2S. Below is a summary of key WI F2S and WI Farm to ECE activities and programs from the year including impacts and audiences.

⁵ Wisconsin Department of Agriculture, Trade and Consumer Protection Mission Statement

Federal School Nutrition Programs that support the use of local foods

Department of Defense Fresh Fruit and Vegetable Program (DoD Fresh)	
Lead Agency	Wisconsin Department of Public Instruction (DPI) School Nutrition Program
Participation	Open to school districts participating in federal school nutrition programs
Funding	Federal
Timeline	Regular, annual federal child nutrition program
Impact	Wisconsin Product purchased 2018-2019:
Website	https://dpi.wi.gov/school-nutrition/usda/dod-fresh

The Department of Defense (DoD) Fresh Fruit and Vegetable Program, commonly known as DoD Fresh, is a federal program for increasing schools' fruit and vegetable purchases from the USDA and the DoD. The program allows school districts to use USDA Foods entitlement dollars to buy fresh produce through the approved DoD Fresh vendors. All Wisconsin schools participating in the National School Lunch Program are able to access entitlement dollars to purchase produce through DoD Fresh, along with the more traditional USDA Foods program (lower priced commodities such as cheese, flour, and produce). The DoD Fresh program allows districts to purchase a wider variety of produce than through the USDA Foods entitlement program (see below).

The procurement team at DPI holds several trainings each year on DoD Fresh for school districts. Part of these trainings show districts how they can identify and select local products from the DoD Fresh catalog. This year for the first time, the procurement team began pulling data to show how many of the DoD produce purchases were local during the 2018-2019 school year

USDA Pilot Project for the Procurement of Unprocessed Fruits and Vegetables	
Lead Agency	Wisconsin Department of Public Instruction (DPI) School Nutrition Program
Participation	Milwaukee Public Schools, Lacrosse Public Schools, and the Wisconsin School Nutrition Purchasing Cooperative.
Funding	Federal
Timeline	Ongoing pilot outlined through Farm Bill, no expiration date set
Impact	
Website	https://www.fns.usda.gov/usda-fis/pilot-project-procurement-unprocessed-fruits-and-vegetables

**not all Wisconsin Product; Source: USDA*

Wisconsin was chosen in 2015 by the USDA as one of eight states for the USDA Pilot Project for the Procurement of Unprocessed Fruits and Vegetables. The goal of this pilot is to provide more flexibility

and options for purchasing unprocessed fruits and vegetables. The goal is for districts to purchase these items with entitlement funding, while using pre-existing commercial distribution channels and relationships with growers, produce wholesalers, and distributors.

The Pilot allows school districts to designate a preference for local, and farmers should receive closer to a fair market price for their products than other USDA foods programs. Approved vendors can include farmers with Good Agricultural Practices (GAP) certification, regional produce vendors, or larger broad-line distributors.

The USDA Fresh Fruit and Vegetable Program (FFVP)	
Lead Agency	Wisconsin Department of Public Instruction (DPI)
Participation	446 total in the state
Funding	Federal, administered through DPI
Timeline	FY 2018-2019
Impact	Wisconsin Produce Purchased 5.91 % of all purchases // \$179,584*
Website	https://dpi.wi.gov/school-nutrition/programs/fresh-fruit-vegetable

**This number is assumed to be smaller than what is actually being purchased locally, since some institutional purchases may be local without the purchasing districts being aware*

Source: Department of Public Instruction

The USDA Fresh Fruit and Vegetable Program (FFVP) snack program provides elementary school children in participating elementary schools with a variety of free fresh fruits and vegetables for snack programs to increase the variety and amount of fruits and vegetables children experience and consume. Combined with nutrition education and a reinforcement of healthful eating habits, the program emphasizes the long-term goals of positively influencing children's lifelong eating habits.

Funding is provided by USDA and administered through DPI on an annual basis. Funding is determined by enrollment and annual USDA funding. Public or nonprofit elementary schools participating in federal school meal programs are eligible as long as they have a free and reduced meal rate of 50 percent or higher or Community Eligibility Provision equivalent.

The DPI-SNT provides resources, technical assistance, and processes reimbursement claims for the program. The Department also collects data on whether the fruit or vegetable claimed was grown in Wisconsin.

Ongoing Programs to support WI Farm to School and Farm to ECE

Wisconsin AmeriCorps Farm to School Program

Lead Agency	Administered by the Wisconsin Department of Public Instruction, School Nutrition (DPI)
Participation	Host sites in: Ashland, Amherst, Arbor Vitae, Bayfield, Crawford County, Fort Atkinson, Juneau, La Crosse, Madison, Oregon, Sheboygan, Spooner, Stevens Point, Washburn, Waupaca
Funding	Federal service corps funds passed through Serve Wisconsin
Timeline	Start-2016 (DATCP), 2016-2020 (DPI)
Impact	Students served (at least one lesson): 6,277 Number of students received at least 2 lessons: 6,062 Number of students received at least 3 lessons: 5,902 Number of students received at least 4 lessons: 5,629 Number of students completed a 5 lesson series: 5,212
Website	https://dpi.wi.gov/school-nutrition/farm-to-school/ameri-corps

Source: DPI AmeriCorps program 2019

In 2016, this program was transferred from DATCP to DPI. The AmeriCorps Farm to School Program provides educational sites with service members to:

- 1) promote increased fruit and vegetable consumption; and
- 2) improve school food environments.

Service members at the sites are divided between nutrition educators and community outreach coordinators. Both positions provide support for all aspects of farm to school, while supporting the above goals. Goals include: creating school gardens; connecting food service and neighboring farmers; and integrating local food into snack programs. After taste tests, students have shown an increase in nutritional knowledge. AmeriCorps volunteers also help host sites connect to resources and build community support so that the Farm to School program is sustainable beyond the member's service year.

The full AmeriCorps Farm to School Impact Report for FY18-19 is available at this link:

<https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/ac-program-impact-report-1819.pdf> An example of an AmeriCorps service member service statement is included in the appendix.

5th Annual Great Lakes Great Apple Crunch	
Lead Agency	University of Wisconsin-Madison Center for Integrated Agricultural Systems (CIAS)
Participation	Wisconsin school districts, early care sites, hospitals, colleges, and supporting partners. Collaborative effort among six upper-midwest states: Wisconsin, Minnesota, Illinois, Indiana, Michigan, Ohio

Funding	USDA Farm to School Grant, Wisconsin Farm to ECE Kellogg Funds, CIAS funding
Timeline	Annual regional event started in October 2014
Impact	Number of WI Great Lakes Great Apple Crunches: 352 Number of different sites across the state: 1656 Number of registrations: 295,134 Number of orchards that participated: 81
Website	https://www.cias.wisc.edu/applecrunch/



October 2018 marked the Fifth Annual Great Lakes Great Apple Crunch, with over 1,564,367 million people Crunching in the Great Lakes Region. At noon on Thursday, October 11th, 2018 Wisconsin students, teachers, children and staff at over 1,656 sites including school and early care centers Crunched into Wisconsin-grown apples from over 81 orchards to celebrate National Farm to School Month and raise awareness of farm to school and healthy food efforts across the state. Evaluation data suggests that participation in the Crunch has positive long-term effects, including the purchase of apples and other locally grown products by institutions into the future.

“This is a great event for everyone to recognize the impact local produce has on our environment, our students, and our procurement strategies!” - Large Wisconsin School District

“We are really sold on and support the whole (Farm to School) movement, we are passionate about youth, and this is a nice fit for our orchard,” said Todd Hanson from Apple Blossom Orchard and Market. Hanson also remarked not a single Apple Crunch passes where he doesn’t hear a student say his apples are the best they have ever eaten!

Wisconsin School Garden Network	
Lead Agency	WSGN/Community GroundWorks (now Rooted)
Participation	Wisconsin K-12 schools and districts, early care and education sites, , community youth organizations, support organizations, museums, botanical gardens, and after school programs

<i>Funding</i>	Funded by the a Wisconsin Partnership Program through the University of Wisconsin School of Medicine and Public Health
<i>Timeline</i>	Started April 2016 - Ending June 2021
<i>Impacts</i>	Number of workshops: 23
	<p>Number of attendees at workshops: 638</p> <p>Number of technical assistance: 114</p> <p>Added over 250 garden to the Wisconsin School Garden Map</p> <p>Increased WSGN newsletter subscribe list from 2,000 to 2,500</p> <p>Received a Governor's Proclamation for and organized the first annual Wisconsin School Garden Day on May 23, 2019, with more than 30 schools and organization participating around the state</p> <p>Coordinated visits for five state representatives to visit school garden programs in their districts</p>
<i>Website</i>	https://wischoolgardens.org/

The Wisconsin School Garden Network (WSGN) supports the growing school garden movement in our state. We offer support for new and existing gardens at schools, early care and education centers, community centers, and after school sites. Our vision is to:

- Improve children's health and wellbeing by supporting and promoting best practices in garden-based education.
- Connect educators and school garden leaders around the state to free resources, funding opportunities, and inspirational stories via a robust communications network.
- Offer free workshops and technical support for new and existing youth gardens.
- Support garden-based education in urban and rural communities around the state, using regional expertise and community connections
- Engage local and state-level decision makers to lay the groundwork for policy changes that support school gardens and garden-based education.
- Bring together a diverse group of stakeholders to establish goals and priorities for the school garden movement in Wisconsin.

By June 2019, there were over 550 youth garden education programs on our Wisconsin School Garden Map. Through this robust map, which includes location and contact information for youth gardens, educators can connect with each other and learn about youth garden programs in their area.

In 2019, Wisconsin School Garden Network received a proclamation signed by Governor Evers for an official statewide Wisconsin School Garden Day on May 23rd, 2019. Thanks to the efforts of our Regional Coordinators and our Madison staff, dozens of schools, organizations, local leaders, and legislators across the state participated in garden education activities during that week. More than 30 garden programs participated across the state, including schools, nonprofits, school garden support organizations, and early care & education sites. Celebrations ranged from school- and community-wide planting events, to legislator visits, to eating a snack outside, to classroom-based seed counting exercises. We shared these activities on social media throughout the week, highlighting programs across the state and illustrating the many ways that garden-based education can exist.

First Annual Wisconsin Chili Lunch	
Lead Agency	La Crosse County Health Department, University of Wisconsin-Madison Center for Integrated Agricultural Systems
Participation	Wisconsin K-12 schools and districts, early care sites, hospitals, colleges, support organizations
Funding	USDA Farm to School Grant, existing organizational funds
Timeline	Annual event started in 2017 in La Crosse County
Impacts	Number of total Registrations: 92 Number of total Participants: 64,848 Number of Participating Sites: 251 Number of Participating Adults: 3,241 Number of Supporting Organizations who Participated: 13 Number of Participating Hospitals: 8
Website	https://www.cias.wisc.edu/chililunch/

In 2017, the Coulee Farm to School Region leaders, in partnership with six public schools, La Crosse, La Crescent, West Salem, Bangor, Onalaska and Holmen and two area hospitals launched the Farm2School Chili event. This event featured a locally sourced chili recipe that was selected by food service directors from all six school districts, taste-tested and approved by the student body. The recipe was then adopted on the Coulee Farm to School food service menus to be served to students seasonally.

The event was a huge success and since then was translated into the first statewide [Wisconsin Chili Lunch](#) through a partnership between the La Crosse County Health Department, Coulee Farm2School, the Center for Integrated Agricultural Systems, and Community GroundWorks. In 2018, a total of 91 registrations and 251 sites, including 8 hospitals, participated in the Wisconsin Chili Lunch on Thursday, November 15th, 2018. Schools, early care sites, hospitals, and universities prepared the same chili recipe using as many Wisconsin and local-grown products as possible.

Wisconsin Farm to School and Farm to ECE Newsletter	
Lead Agency	Community GroundWorks (now Rooted)

Participation	2,006 subscribers on June 30, 2019. 9% growth in fiscal year 20% Average open rate. 3.3% average click-through rate.
Funding	Varies
Timeline	Newsletters sent twice monthly. Started in 2014.
Impacts	Number of Newsletters published: 24 77% of readers report the newsletter as <i>Very Valuable</i> or <i>Valuable</i> 95% of readers report the newsletter as <i>Very Useful</i> or <i>Useful</i>
Website	Subscribe: http://eepurl.com/cCMvPf Archive: go.wisc.edu/me97x6

Started in 2014, the Wisconsin Farm to School and Farm to ECE Newsletter is the go-to communication tool to share F2S resources, webinars, media, events, and research with the practitioner community in the state. With over 2,000 subscribers, the newsletter is published twice each month (once per month in summer) to share and highlight national, regional, and local farm to school news.

Grant Projects, Resource Development, Partnerships

Dairy Processor Grant: Yogurt dispensing for institutional foodservice	
Lead	Westby Cooperative Creamery
Participation	Westby Cooperative Creamery and 20 WI schools, with support from DATCP
Funding	DATCP Dairy Processor Grant
Timeline	February 2019 - February 2020
Impacts	Twenty yogurt dispensers have been distributed, are in use and increased dairy consumption in schools.
Website	https://www.westbycreamery.com/school-grant-program-disperses-yogurt-dispensers/

This Wisconsin Dairy Processor grant was used to meet a need, and leverage previous research, to expand the reach of Wisconsin yogurt to schools in Wisconsin. Awarded to Westby Creamery, this grant will help the Creamery expand into institutional food service markets. Their established bagged-yogurt product line for cafeteria dispensing will work well for the needs of schools, colleges, hospitals, and other institutions. The grant helped to increase sales of Westby yogurt which in turn helped to increase the amount of milk they are using. As this is a value-added product, they are able to pass on more money to farmer members.

Westby has placed dispensers in more than 20 Wisconsin schools with excellent results. Not only has this project increased sales, it has also helped to expose a Wisconsin made dairy product to many children. Westby hopes to place more dispensers in school districts here in Wisconsin in the future.

Dairy Processor Grant: Sassy Cow Creamery Carton Milk	
Lead	Sassy Cow Creamery
Participation	Sassy Cow Creamery, 2 school districts with support from DATCP
Funding	DATCP Dairy Processor Grant
Timeline	February 2019 - February 2020
Impacts	New processing equipment, reformulated chocolate milk product, and sales to 2 public school districts
Website	https://sassycowcreamery.com/ https://datcp.wi.gov/Pages/News_Media/DairyProcessorGrantsPR02282019.aspx

Sassy Cow Creamery was awarded a Dairy Processor Grant for the purpose of researching and implementing a plan and process for getting more milk into school consumption. The intentions were to research and learn what ways worked best to establish a market into area schools. The goal was to bring in the proper equipment and packaging to be able to supply the creameries milk into schools as well as learn the process of how schools handled their milk needs and what they were looking for.

The project resulted in the purchase and installation of a new half pint cardboard carton filler to package product for the school market in the preferred form. In addition, Sassy Cow reformulated their 1% chocolate milk to have a lower sugar content than what is currently available to schools, and received positive feedback about a healthier chocolate milk option.

In the first year, two public school districts (Columbus School District) began to purchase carton milk from Sassy Cow, with several private and parochial schools as well. In addition, one high volume customer in the Chicago area with several charter school contracts started to purchase the milk.

American Indian Traditional Foods in USDA School Meals Programs	
Lead Agency	Wisconsin Department of Public Instruction, SNT
Participation	Available to all School Districts and Tribal Nations in Wisconsin
Funding	USDA Farm to School Grant
Timeline	2016-2019

Impacts	3 Trainings, 2 Onsite Tastings, 6 Online training videos, 1 Toolkit
Website	https://dpi.wi.gov/school-nutrition/farm-to-school/traditional-foods

Source: DPI 2019

The traditional foods in schools project has provided multi-model training resources to support the three Bureau of Indian Education (BIE) schools within Wisconsin to increase the use of traditional foods within school nutrition programs. The definition of traditional foods are those of cultural importance to tribal nations. In this reporting period a Toolkit and accompanying video series were completed and shared with Tribal, Wisconsin, and national partners including:

- Lac Courte Oreilles Ojibwe School
- Menominee Tribal School
- Oneida Nation School System



Growing Wisconsin Farm to Early Care and Education	
Lead Agency	Community Groundworks, Kids Forward, The Parenting Place
Participation	Open to all early care and education sites statewide
Funding	W.K. Kellogg Foundation
Timeline	2016-2020
Data	Participating ECE sites incorporating local foods into meals and snacks: 79% Total ECE Staff trained: 316 Participating ECE sites incorporating local foods into meals: 79% Garden microgrants distributed: 94
Impacts	Number of ECE sites doing Farm to ECE: 240 Percentage of ECE sites that serve local food: 79% Percentage of ECE providers who reported interest in Farm to ECE: 23% Number of ECE Gardens: 170

Website(s)	https://www.communitygroundworks.org/content/farm-early-care-and-education
-------------------	---

Source: Community Groundworks 2019

This project brings together partners to develop policy, resources, and programs to support farm to early care and education (ECE) in Wisconsin which targets children in the 0-5 age group. Program activities include providing trainings to ECE providers on local purchasing, gardening, nutrition education, and family engagement. The Parenting Place, a resource and referral organization for ECE in LaCrosse, had 10 pilot child care sites this year where they assisted sites in the purchasing and use of local foods, starting and maintaining gardens, and working farm to ECE into the curriculum and family engagement.

In addition, ECE sites were surveyed in 2018 to assess their interest and opinions about farm to ECE programming. The survey confirmed that children ages 0-5 have very different needs than those in the K-12 setting, and the infrastructure of administration and food preparation facilities in each setting differ as well. This is especially apparent in the purchase, food preparation practices, and facilities in the ECE setting. Unlike K-12 schools, which purchase food through broad line distributors and farm deliveries, ECE providers report purchasing food weekly from grocery stores (76 percent) and large retail warehouse stores (45 percent). Furthermore, ECE sites purchase smaller volumes of food, may have limited, or no, storage capacity for bulk storage, and/or prepare food in a manner more similar to a home kitchen than a commercial kitchen.

Multiple resources for ECE sites were developed in 2018-2019, including translation of existing resources into Spanish and Hmong that can be accessed here:
<http://www.communitygroundworks.org/content/farm-early-care-and-education>.

Celebrating Seasonality: A Farm to ECE Recipe Guide	
Lead Agency	Community Groundworks, UW-Madison CIAS
Participation	Early care and education sites
Funding	USDA Specialty Crop Block Grant
Timeline	2018-2020

The 2018 Wisconsin Farm to ECE Provider Survey results indicated very specific barriers ECE providers face to implementing local food activities. The primary barrier to buying and serving more local foods in breakfast, lunch, and snacks reported by ECE providers is a lack of child care approved recipes that feature seasonal Wisconsin foods. The goal of the Celebrating Seasonality Recipe Guide is to develop twelve creditable early care recipes that feature a Wisconsin-grown fruit or vegetable that are easy to prepare and serve in the ECE setting. The recipe guide will be completed in 2020.

Growing a Farm to College Community of Practice
--

Lead Agency	UW-Madison, CIAS
Participation	7 Wisconsin college and university campuses
Funding	USDA Specialty Crop Block Grant
Timeline	2018-2021
Impacts	Number of participating colleges and universities: 7 Number of colleges who shared local purchasing data on this project: 6

Growing a Farm to College Community of Practice is a statewide project that engages colleges and universities food services around a Community of Practice for fostering peer-to-peer learning, provides technical assistance to colleges in local purchasing and increases demand for WI specialty crops. The central long-term objective of this project is to grow demand for, and access to, Wisconsin-grown specialty crops.

Seven teams of Wisconsin college and/or university food service leadership in charge of purchasing, preparing, or operating food service department and/or culinary arts training programs. Benefits include increased access to WI specialty crops, peer-mentorship for use of WI-grown products, and increases in meal participation. There are at least 274,000 eaters (students, staff) at the 26 UW campuses and 24 independent college and universities, indicating that the total number of potential beneficiaries is significant.

In FY 2018-19, we kicked-off this project by convening campuses for an initial in-person meeting that was well received. We also established our partnership with UW-Madison Grainger Center for Supply Chains who then began to collect apple purchasing data from partners. This data was collected in order to establish a baseline for local purchasing, as well as, a formal supply-chain analysis and recommendations for campuses. Currently, the group functions as a monthly peer-to-peer learning space for the participating campuses.

Active Grants Supporting WI Farm to School and WI Farm to ECE: July 1, 2018 - June 30, 2019

Title	Recipient	Amount	Funder
American Indian Traditional Foods in USDA School Meals Programs	WI-DPI	\$97,100	USDA Farm to School Grant
Strong Roots for WI Farm to School	Community Groundworks	\$80,408	USDA Farm to School Grant
Growing Wisconsin Farm to Early Care and Education	Kids Forward, Community Groundworks, The Parenting Place	\$450,000	W.K. Kellogg Foundation
Milwaukee Public Schools USDA	Milwaukee Public Schools	\$93,246	USDA Farm to School Grant

Farm to School Grant			
Mino Bimaadiziwin Sugarbush and Agriculture Education Project	Red Cliff Band of Lake Superior Chippewa Indians	\$82,605	USDA Farm to School Grant
Celebrating Seasonality: Wisconsin-grown recipes for the early childhood setting	Community Groundworks	\$74,032	Specialty Crop Block Grant
Wisconsin Farm to College Community of Practice	UW-CIAS	\$50,000	Specialty Crop Block Grant
Cultivating Strong Supply Chains with the Wisconsin Chili Lunch (Awarded Summer 2019)	La Crosse County Health Department	\$100,000	USDA Farm to School Grant
Wisconsin Dairy for Wisconsin Schools (Awarded Summer 2019)	DATCP	\$98,457	USDA Farm to School Grant
Total		\$1,125,848	

DATCP Farm to School Advisory Council Priorities

MISSION/GUIDING STATUTE: “Wisconsin Act 293: DATCP Farm to School Council (Council) role is to advise the development of a statewide WI Farm to School Program and network, educate state agencies and policy makers on the needs and opportunities for farm to school growth in the state, and support WI Farm to School Steering Committee and Leadership Group in prioritizing WI F2S programming.”

COUNCIL FUNCTIONS:

1. Advisory: Advice on policy needs and actions, provide feedback on proposed opportunities and obstacles, and report to the legislature and to the Secretary of DATCP on the needs and opportunities for WI F2S.
2. Communications: Establish interagency cooperation, communication, and unified messaging in WI F2S across the state.
3. Outreach and Support: Educate and inform key stakeholders and/or legislature on WI F2S programs and impacts.

Members of the Council have expertise in diverse components of farm to school, including: agriculture, nutrition, obesity-prevention, institutional meal programs, school policy, and health care administration.

COUNCIL OPERATIONS:

The Council is strategically comprised of a combination of state agencies, state and local leaders, and

on-the-ground professionals engaged daily in agriculture and Wisconsin-based institutional food service. The Council meets twice per year in person, and twice by conference call, to provide a leadership perspective on current WI F2S efforts and strategic future direction. This is done in order to maintain an efficient program to maximize impact on Wisconsin's agricultural producers, supply chain partners, school food service staff and Wisconsin students. Individually, each member provides valuable input and guidance; however, in combination, the Council provides perspective and recommendations that far exceed that of each individual. A list of current Council members is included in the appendix.

The DATCP Farm to School Council met in-person and by phone multiple times during FY18-19. Meeting agendas and minutes are available at DATCP.

August 7, 2018: Interim Conference Call

October 10, 2018: In-Person Council Meeting hosted at Holmen School

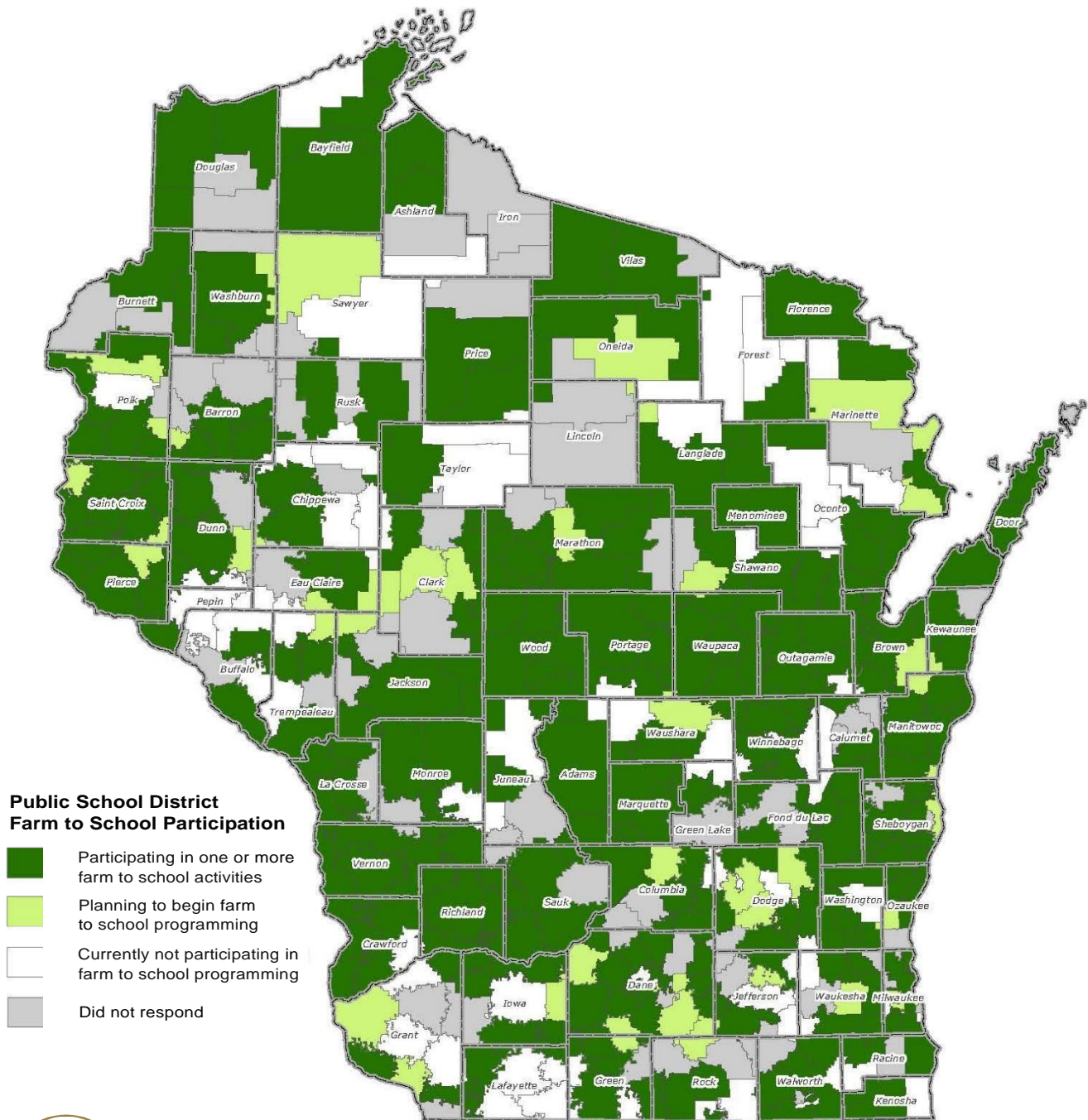
District January 3, 2019: Interim Conference Call

April 5, 2019: In-Person Council Meeting. DATCP Offices, Madison

In this fiscal year, the DATCP Farm to School Council prioritized discussions and work to advance racial and social equity in farm to school programs. To that end an Equity Subgroup was established and met through the year. After the full Council had several discussions regarding how the Wisconsin Farm to School program can show its dedication to socio-economic and racial equity, a sub-group was created to address the issue. Resources from the National Farm to School Network, DATCP's Human Resources department, Kids Forward, and the Department of Administration were brought together to move the conversation into action for the 2018-2019 fiscal year. This included drafting an equity statement that was presented to the Council and discussed at the October 2019 In-Person meeting (but not voted on), and an intention to include equity into the Council Operating documents.



Wisconsin Farm to School Participation, By Public School District



<https://datcp.wi.gov/Pages/Growing WI/FarmToSchoolMap.aspx>